

Company	WEBSSENTIALS PTE. LTD.
Digital Solution Name & Version Number¹	DM Websentials Digital Marketing Packages Version 1.0 - SMM + SMA [3 months]
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	05 September 2025 to 04 September 2026

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable to Digital Marketing Packages		per setup	0.00		
2) Hardware Not applicable to Digital Marketing Packages		per setup	0.00		
3) Professional Services Digital Marketing Needs Analysis					
- Business Profiling					
- SWOT Analysis					
- Assessment of current Digital Presence & Assets		per setup	1.00		
- Competitor Research & Analysis					
- Keyword Research & Analysis					
Digital Marketing Strategy Development					
- Digital campaign Proposal & Objectives					
- Target Audience profiling					
- Establishment of Brand Identity & Direction		per setup	1.00		
- Proposed Keywords strategy					
- Content Calendar planning					
- Client Engagement Plan					
Digital Marketing Campaigns					
Social Media Marketing Campaign (3 months)					
- Setup of FB Business Manager & IG Business Page					
- Business background & Industry Research					
- Idea generation & Content Calendar planning					
- Content Creation (Design & Copywriting)		per setup	1.00		
1. 4x Contents & Captions writeup per month					
2. 1x Seasonal Banner (As required)					
- Post Scheduling & Page Management					
- Monthly Reporting & Optimization					
- Review & Recommendations					
KPI/ROAS Target Increase in Social Media Reach: 30 - 80%					
Social Media Advertising Campaign (3 months)					
- Setup of Ad Manager Account					
- Configuration of Ad Objectives & Target Audiences					
- Campaign Budget Allocation					
- Setup of Ad Campaign					
1. 4x Ad Variations over 3 months					
- Campaign Management & Ad Monitoring		per setup	1.00		
- Monthly Reporting & Optimization					
- Review & Recommendations					
KPI/ROAS Target ROAS: 1.5x - 5x					
*KPIs differ based on industry & ad budget					

Digital Assets Creation					
Social Media Marketing Campaign (3 months)					
1. 12x Content Design over 3 months					
- Mixture of static artwork and animated design/GIF					
- Up to 2 revisions					
2. 12x Captions writeup over 3 months					
- Up to 2 revisions		per setup	1.00		
Social Media Advertising Campaign (3 months)					
1. 4x Ad Design over 3 months					
- Mixture of static design and animated design/GIF					
- Up to 2 revisions					
2. 4x Ad Copy writeup over 3 months					
- Up to 2 revisions					
Review and recommendation					
- Campaign Performance & Recommendations Report					
- Final Project Report		per setup	1.00		
4) Training					
- Digital Assets Handover					
- Project Checklist Handover					
- Training Manual					
- Up to 8 hours of offsite support		per setup	1.00		
5) Others					
Not applicable to Digital Marketing Packages		per setup	0.00		
Total				\$	10,000.00
				\$	10,000.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant